

WHAT IS CLAIMED IS:

1 1. A method of reducing reflected light glare into a human's eyes from
 2 the human's cheeks while simultaneously providing a non-verbal
 3 communication to others, comprising the steps of:

4 (a) applying underneath the human's eyes, on the human's cheeks,
 5 generally covering a reflective location on the cheeks at which incident direct
 6 or indirect light is likely to be reflected into the human's eyes, a non-toxic
 7 material having a non-reflective colored and finished exterior in the form of a
 8 predefined clearly demarcated geometric shape which provides a non-verbal
 9 communication to others; and

10 (b) within a week after application of the non-reflective material from
 11 step (a), removing it.

1 2. A method as recited in claim 1 wherein the human is a participant
 2 in an athletic contest, and wherein step (a) is practiced within a few hours or
 3 less before the start of the athletic contest and so that the material substantially
 4 eliminates reflection of incident direct or indirect light off the participant's
 5 cheeks into the participant's eyes, and step (b) is practiced within a few hours
 6 or less after the athletic contest is over.

1 3. A method as recited in claim 2 wherein step (a) is practiced by
 2 placing a stencil underneath one of the human's eye and over the reflective
 3 location on a cheek, the stencil having a cutout of the clearly demarcated
 4 geometric and predefined shape, and then applying eye black to the cheek
 5 reflective location under the cutout, and then removing the stencil; and wherein
 6 step (b) is practiced by wiping off the eye black, or washing it off with soap
 7 and water, or both wiping it off and washing it off.

1 4. A method as recited in claim 3 wherein step (a) is further practiced
2 by repeating the steps of claim 3 for the other of the human's eyes.

1 5. A method as recited in claim 2 wherein the material is a decal
2 comprising a substrate, having top and bottom faces, the top face of the decal
3 being the non-reflective material, and the bottom face of the decal having a
4 pressure sensitive adhesive thereon; and wherein step (a) is practiced by
5 applying the bottom face of the decal to the reflective cheek portion and
6 pressing so that the adhesive holds the decal in place.

1 6. A method as recited in claim 2 wherein the material is a temporary
2 tattoo, provided on a substrate, the temporary tattoo provided on a top face of
3 the substrate and illustrating the reverse of the clearly demarcated geometric
4 and predefined shape, and the substrate having a bottom face; and wherein step
5 (a) is practiced by cleaning a cheek where the temporary tattoo is to be
6 applied, putting the temporary tattoo on the top face of the substrate on the
7 reflective location of the human's cheek to which it is to be applied, wetting
8 the bottom face of the substrate with water and pressing it into contact with the
9 cheek for sufficient time for the temporary tattoo to adhere to the cheek, and
10 sliding off the substrate from the temporary tattoo.

1 7. A method as recited in claim 6 wherein step (b) is practiced by
2 rubbing the temporary tattoo off using alcohol or baby oil, or applying tape
3 thereto and then pulling off the tape.

1 8. A method as recited in claim 2 wherein step (a) is practiced to
2 provide as the clearly demarcated predefined geometric shape a sports apparel
3 or equipment manufacturer's or distributor's logo, the logo having a size
4 complying with regulations of any regulatory body which oversees the athletic
5 contest. /

1 9. A method as recited in claim 2 wherein step (a) is practiced to
2 provide as the clearly demarcated predefined geometric shape a sports apparel
3 or equipment manufacturer's or distributor's logo and/or letters identifying the
4 manufacturer or distributor within a primarily black or dark colored area, and
5 sized to comply with regulations of any regulatory body which oversees the
6 athletic contest, with the letters or logo, or any demarcation between any
7 letters or logo and the primarily black or dark colored area, appearing as a dull
8 or matte color and absorbing most of the light in the visible spectrum.

1 10. A method as recited in claim 9 wherein step (a) is further practiced
2 by providing the letters, or any demarcation between any letters and the
3 primarily black or dark colored area, appearing as a dull or matte color having
4 a wavelength of greater than about 690 nm and less than about 430 nm, and
5 absorbing most of the light in the visible spectrum.

1 11. A method as recited in claim 2 wherein step (a) is practiced to
2 provide as the clearly demarcated geometric and predefined shape a
3 representation of a sports team name, mascot or logo.

1 12. A method as recited in claim 1 wherein step (a) is practiced to
2 provide as the clearly demarcated geometric and predefined shape a sports
3 apparel or equipment manufacturer's or distributor's logo and/or letters
4 identifying the manufacturer or distributor.

1 13. A method as recited in claim 12 wherein step (a) is further
2 practiced to apply a logo having a directional bias, and by applying the logo
3 with the correct directional bias under one of the human's eyes, and with the
4 reverse of the correct directional bias under the other of the human's eyes.

1 14. A method as recited in claim 12 wherein step (a) is practiced by
2 placing a stencil underneath one or both of the human's eyes and over the
3 reflective location on a cheek, the stencil having a cutout of the clearly
4 demarcated geometric and predefined shape, and then applying eye black to the
5 cheek reflective location under the cutout, and then removing the stencil; and
6 wherein step (b) is practiced by wiping off the eye black, or washing it off
7 with soap and water, or both wiping it off and washing it off.

1 15. A method as recited in claim 12 wherein the material is a decal
2 comprising a substrate, having top and bottom faces, the top face of the decal
3 being the non-reflective material, and the bottom face of the decal having a
4 pressure sensitive adhesive thereon; and wherein step (a) is practiced by
5 applying the bottom face of the decal to the reflective cheek portion and
6 pressing so that the adhesive holds the decal in place.

1 16. A method as recited in claim 12 wherein the material is a
2 temporary tattoo, provided on a backing, the temporary tattoo provided on a
3 top face of the backing and illustrating the reverse of the clearly demarcated
4 geometric and predefined shape, and the substrate having a bottom face; and
5 wherein step (a) is practiced by cleaning a cheek where the temporary tattoo is
6 to be applied, putting the temporary tattoo on the top face of the backing on
7 the reflective location of the human's cheek to which it is to be applied,
8 wetting the bottom face of the backing with water and pressing it into contact
9 with the cheek for sufficient time for the temporary tattoo to adhere to the
10 cheek, and sliding off the backing from the temporary tattoo.

1 17. A decal or temporary tattoo having a clearly demarcated geometric
2 and predefined shape and dimensioned to substantially cover the area of a
3 reflective location on the cheek at which incident direct or indirect light is
4 likely to be reflected into the human's eye, said temporary tattoo or decal

5 being non-toxic and having an exterior, when applied, surface of non-reflective
6 colored and finished material sufficient to substantially eliminate the reflection
7 of incident direct or indirect light off the human's cheek into the human's eye.

1 18. A decal or temporary tattoo as recited in claim 17 wherein the
2 clearly demarcated geometric and predefined shape is a sports apparel or
3 equipment manufacturer's or distributor's logo and/or letters identifying the
4 manufacturer or distributor, no part of the shape that is not a dull or matte
5 black or dark color having a size significant enough to allow significant
6 reflection of incident direct or indirect light off the human's cheeks into the
7 human's eyes.

1 19. A decal or temporary tattoo as recited in claim 17 wherein the
2 clearly demarcated geometric and predefined shape consists of a sports apparel
3 or equipment manufacturer's or distributor's logo, and wherein the clearly
4 demarcated geometric and predefined shape has a size complying with
5 regulations of any regulatory body which oversees the participants in an
6 athletic contest by whom the decal or temporary tattoo is utilized.

1 20. An eye black clearly demarcated geometric and predefined shape
2 produced according to the method of claim 3.